



FOR IMMEDIATE RELEASE
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City of Gloucester Announces Partnerships, New Retail Pop-Up Incubator Program

GLOUCESTER, Mass.—The City of Gloucester is announcing partnerships with UpNext and Action Inc. to offer local entrepreneurs access to premium commercial storefront space to expand their business concepts.

Project: Pop-Up will offer spaces at a new storefront at 206 Main Street in Gloucester to business owners looking to test their expanding business in a brick-and-mortar space. These small businesses will be offered to “pop up” at a subsidized rate along with access to a variety of resources to help their business succeed.

Action Inc., a community partner of the City of Gloucester, is providing the space and will also be assisting potential business owners with subsidized utilities.

“This partnership with UpNext and Action Inc. is a great opportunity for entrepreneurs that may be wanting to test the waters of their expanding small business,” said Mayor Greg Verga. “It gives them the chance to see how their business could thrive in a storefront space. It also brings a fresh take and revitalization to Main Street and offers more variety to downtown Gloucester.”

Ideal candidates for the grant include independent business owners and retailers, artists, crafters, galleries and more. The City of Gloucester, UpNext, and Action Inc. are committed to prioritizing low income, BIPOC, and women entrepreneurs in their path to small business ownership.

“We are delighted to be able to partner with the City of Gloucester and with UpNext to launch this new initiative. A thriving downtown, with a diverse mix of store and business owners will boost economic opportunities for everyone in our community. This program will help revitalize Main St. while helping to promote emerging entrepreneurs from less traditional backgrounds,” said Joe McEvoy, Chief Strategy Officer at Action Inc. “Harbor Village has already brought much needed housing to the community and, with this project, we can inspire others in our community to open their own businesses, creating new jobs and opportunities for more local residents.”

Project: Pop-Up is part of the Baker-Polito administration’s Regional Development Organization (REDO) grant program that was established with the Legislature and administered by the Massachusetts Office of Business Development. The REDO program provides competitive grants that are awarded to applicants based on the ability to successfully support businesses through proposals that account for varying regional needs of the Commonwealth’s economy.

“The REDO program has been critical to our recovery by providing necessary resources to allow economic development entities to create regionally-tailored economic development initiatives that meet their respective needs,” said Housing and Economic Development Secretary Mike Kennealy. “In addition, REDO’s flexibility allows us to take a targeted approach to supporting our small businesses, which helps ensure our economic recovery is evenly distributed and statewide.”

Business owners that are interested in applying for *Project: Pop-Up* should visit [UpNext](#) to learn more and fill out the application. The Greater Cape Ann Chamber of Commerce will hold an informational session regarding *Project:*

Pop-Up on Wednesday, June 8th at 10 A.M. for anyone that may have questions regarding the program or the application process.

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About Action Inc.

As a Community Action Agency, we are charged with responding to community needs. For us, being flexible to take on different initiatives and collaborate with local partners is part of the fabric of who we are. This has allowed us to work on special projects, start innovative initiatives and help smaller non-profits get started. Many well-known non-profits got their start thanks to our commitment to the community we serve.

About UpNext

UpNext facilitates matchmaking and creative collaborations between brands and spaces. We work across a wide range of innovative formats, from pop-ups and pop-ins to mobile retail and collectives. Whether you're a brand looking for meaningful ways to connect with consumers or a space holder wanting to utilize excess capacity, UpNext can help you bring your vision to life.

About The City of Gloucester, Massachusetts

America's oldest seaport, the City of Gloucester, is known throughout the world as an authentic, working waterfront community, a place of spectacular natural beauty, and home to a diverse population of approximately 30,000 residents. Its sharp focus on economic development has helped build its reputation as the ideal location to live, work, and play. An important center for the fishing industry, Gloucester is also proud of its vibrant cultural life and rich art heritage. Gloucester is a destination for thousands of visitors who visit the harbor and its beaches during the summer months. The City will be celebrating its 400th Anniversary in 2023. For more information, please visit: www.gloucester-ma.gov